ABSTRAK

PENGARUH *E-WOM*, *AD RECALL* DAN *CONTENT MARKETING* TERHADAP MINAT BELI DI ALEMBANA COFFEE YOGYAKARTA

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2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *e-wom* terhadap minat beli di Alembana Coffee Yogyakarta, (2) pengaruh *ad recall* terhadap minat beli di Alembana Coffee Yogyakarta, (3) pengaruh *content marketing* terhadap minat beli di Alembana Coffee Yogyakarta. Populasi dan sampel pada penelitian ini adalah pengguna media sosial *Instagram* di wilayah Daerah Istimewa Yogyakarta yang mengikuti media sosial *Instagram* milik Alembana Coffee Yogyakarta setidaknya minimal satu kali pernah melihat konten yang ada di *Instagram*. Teknik pengambilan sampel yang digunakan adalah *Non-Probability Sampling*. Data yang didapatkan dari pembagian kuesioner melalui *google form* kepada 100 responden. Teknik analisis data menggunakan metode statistik pada program SPSS dan menggunakan SPSS 26. Hasil penellitian ini diperoleh sebagai berikut: (1) *e-wom* tidak berpengaruh terhadap minat beli Alembana Coffee Yogyakarta, (2) *ad recall* berpengaruh terhadap minat beli Alembana Coffee Yogyakarta, (3) *content marketing* berpengaruh terhadap minat beli Alembana Coffee Yogyakarta.

Kata Kunci: *E-WOM* (*Electronic Word of Mouth*), *Ad Recall*, *Content Marketing*, Minat Beli.

ABSTRACT

THE INFLUENCE OF E-WOM, AD RECALL AND CONTENT MARKETING TOWARDS PURCHASE INTENTION AT ALEMBANA COFFEE YOGYAKARTA

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This study aims to find out: (1) the influence of e-wom towards purchase intention at Alembana Coffee Yogyakarta, (2) the influence of ad recall towards purchase intention at Alembana Coffee Yogyakarta, (3) the influence of content marketing towards purchase intention at Alembana Coffee Yogyakarta. The population and sample in this study were Instagram social media users in the Special Region of Yogyakarta who followed Alembana Coffee Yogyakarta's Instagram social media at least once before seeing content on Instagram. The sampling technique used is Non- Probability Sampling. Data obtained from the distribution of questionnaries through *google forms* to 100 respondents. The data analysis technique uses statistical methods in the SPSS program and uses SPSS 26. The research found that: (1) e-wom didn't have a significant influence towards the purchase intention of Alembana Coffee Yogyakarta, (2) ad recall influenced the purchase intention of Alembana Coffee Yogyakarta, (3) content marketing influenced the purchase intention of Alembana Coffee Yogyakarta.

Keywords: E-WOM (Electronic Word of Mouth), Ad Recall, Content Marketing, Purchase Intention.